

## New Grand Theatre Opens Tonight



Above is seen a night exterior view of the new Grand theatre, Torrance's newest entertainment center, which opens tonight at 6 o'clock with an attractive initial program, accompanied by appropriate dedicatory ceremonies. Ideally located on Cravens avenue and affording the last thing in modern comfort and convenience, the Grand presents a strong bid for patronage from the entire Harbor district with its low-price policy of admissions.

### OPERATING FIRM HAS HIGH STANDING IN INDUSTRY

Headed by Adolphe Ramish as president, the Pacific States Theatres, Inc., operators of the new Grand here, has long been identified with the Southland's huge entertainment industry. Integral factors in the progressive policy which has characterized all showhouses under the firm's banner are Mike Gore, vice-president, and his brother, A. L. Gore, secretary-treasurer. All three officials will attend the Grand's gala opening here tonight.

One of the members of the Pacific States Theatres, Inc., staff who will be on hand tonight to observe and participate in the opening of the new Grand will be M. A. Ellsworth. He is district manager for the entertainment firm. Ellsworth has taken great interest in the arrangement for comfort of patrons and film bookings.

### 'High Fidelity' Sound System

The science of modern motion picture sound reproduction has made tremendous technical strides since the days when the talkies were laughingly called the "squawkies," Manager Wendell Smith of the new Grand theatre pointed out today.

In those early pioneering days all speaking voices sounded fuzzy and "tinny" and to distinguish the words with any degree of success the movie patron had to sit in a line extending back directly from the center of the screen. But these early trials of the sound motion picture might easily be compared to the horse and buggy days of the automobile.

Engineers from the great RCA Victor laboratories, Smith said, have recently consolidated new technical developments in the science of sound and acoustics and incorporated them into the design of a theatre sound reproducing system which has been termed the "Magic Voice of the Screen." This is the sound to be heard in the Grand theatre.

### Lease Negotiated by J. C. Smith

Credit for launching the new Grand theatre under the banner of the Pacific States Theatres, Inc., goes to J. C. Smith of the Torrance Investment company, according to Sam Levy, builder of the theatre structure. When the building was more than half-completed, Levy asked Smith to find a reputable firm that would occupy the modern structure.

Thru his many real estate contacts, Smith interviewed officials of the theatre chain, brought them to Torrance and pointed out this city's attractions. The leasing of the building promptly followed.

### Mystery of Talkies Revealed by Smith

Glamorous human creatures flit back and forth across a large silver sheet, their faces wreathed and contorted in the entire gamut of human emotion, and as they speak, millions of auditors gathered in hundreds of motion picture theatres sit spellbound. A shattering, thundering, earth-shaking catastrophe is pictured on this same silver sheet and these same millions gasp, shudder and cringe as they live thru the terrifying experience in the safety of their plush covered seats.

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All the stirring, startling, soothing, rasping, thrilling sounds that constitute the audible phag of human emotions are faithfully reproduced in the modern motion picture with such realism that we, the auditors, literally enlarge our experience by living through them. That is the modern miracle of motion picture sound.

Years of listening to radio, to public address systems and to motion picture sound have made

### Opening Program Announced

Torrance city officials, headed by Mayor William H. Tolson and members of the city council, will be among the honored guests at tonight's opening of the new Grand theatre. Manager Wendell Smith extended a cordial invitation to the council group Tuesday night and his bid was accepted.

A short program of introductions, for Torrance officials, heads of Pacific States Theatres, Inc., and a group of motion picture players, will be in charge of Alden W. Smith, president of the Chamber of Commerce.

Manager Wendell Smith said today that the visiting screen luminaries will come to Torrance direct from Hollywood for this friendly gesture of goodwill. Two of the screen actors who will appear in person are Tommy Ryan and Ralph Byrd, whose latest starring pictures will be shown at the dedicatory show. Several other film artists are also expected to attend.

Screen Bill Announced  
This dedicatory program will be held between the first and second shows, at 8:45 o'clock. Doors of the Grand will be opened for the first time to the public at 6 o'clock and the initial screen program is scheduled to start at 8:30.

The first feature productions to flash on the new screen will be "Orphans of the Street," featuring Tommy Ryan, who will appear in person, and with Robert Livingston and June Storey. "Down in Arkansas" will be the companion feature, with Ralph Byrd, who will also make a guest appearance on the Grand's stage, the Weaver Brothers and Elvira and Pinky Tomlin.

Also on the dedicatory program will be a Donald Duck comedy and the latest edition of "The March of Time."

### MANAGER



WENDELL SMITH  
... gentleman of Old South

The young man who will have charge of the new Grand theatre with a background of 10 years' experience in show house management is Wendell Smith, whose Southern drawl still lingers in his voice. He is a native of Georgia.

Despite his youth, Smith is considered one of the most efficient theatre managers in the Southland. Many Torrance residents will remember him for his operation of the Strand theatre in Redondo Beach and the La Mar at Manhattan Beach.

He has operated entertainment centers in the south for seven years as a member of the Paramount-Public Corp., staff. Since coming to California, three years ago, he has been associated with a number of theatres and has been identified with Pacific States Theatres, Inc., for over a year.

Manager Smith has moved to Torrance and during the past few days has been on the job at his Cravens avenue theatre almost day and night.

### Low Price Policy to Prevail

With powerful sun-arcs spear- ing the skies, music, introduction of motion picture players, city officials and presentation of an outstanding screen program, the new Grand theatre on Cravens avenue opposite the central fire station will make its debut tonight.

The inaugural show prices will not be advanced over the modest admissions that will be the policy of this brand-new movie center. Seats are selling at the box-office now at 15 cents and 25 cents for loges. These low prices for such a modern theatre set a new precedent for entertainment values within reach of all.

Operated by Pacific States Theatres, Inc., the new Grand is the latest show - house to be launched by this rapidly expanding firm. The building and furnishings are new and ultra-modern thruout and the whole 60 by 130-foot structure has been constructed to provide maximum comfort to its patrons.

Levy Congratulated  
Built by Sam Levy, well-known pioneer business man of this city, the Grand building has received careful attention from architect to the final whisk of the clean-up custodian.

Levy is to be congratulated on adding this entertainment center to the Harbor district. The Grand undoubtedly ranks as one of the finest and most complete show places of the Southland.

It is air-conditioned with automatic thermostats guaranteeing any temperature adjudged comfortable by the theatre management. The latest in sound and projection equipment has been installed, to be operated by licensed experts.

Has Splendid Seats  
The RCA "High Fidelity" sound booth and equipment has been installed at a total cost of \$5,000 and is identical to that used in the famed Carthay Circle theatre.

Charles G. Huff of Los Angeles, member of the C.I.O. Local 1418, will be the projectionist. He has operated sound equipment for many years and is thoroughly familiar with this technical part of screen entertainment.

One of the outstanding features of the Grand are its exceptionally fine seats: The seating capacity is 800 with no pillars to obscure vision, while a new type screen assures restful yet clear vision to patrons' eyes. Loge seats have been placed in the last six rows.

Smith Heads Staff  
Heading the Grand's personnel is Wendell Smith, formerly in charge of the Strand theatre in Redondo Beach and the La Mar in Manhattan Beach. Ruth Specks will be cashier and Max Parboise, head usher. Experienced attendants will be on duty at the opening program to handle the crowds.

### Theatre Head Is Confident

President of the Pacific States Theatres, Inc., is Adolphe Ramish. He has expressed great confidence in Torrance with the establishment of the new Grand theatre here. His well-directed efforts have resulted in this beautiful modern picture center.

### First 500 Ladies to Get Gardenias

The first 500 women entering the new Grand theatre tonight will receive beautiful gardenias as gifts of William Wylam, owner of the Poppy Flower shop at the corner of Cravens and Post avenues.

Wylam is offering these fragrant souvenirs at the theatre opening as a gesture of good will toward patrons and management of the show house located less than two blocks from his attraction shop.



SAM LEVY  
... merchant-builder-pioneer

Altho he didn't plan it that way, Sam Levy today is well along on his 21st year in Torrance with the new Grand theatre building to his credit. This popular merchant started his third decade in this city last April 13.

The Grand, built to specifications to occupy a 60 by 130-foot lot on Cravens avenue, is Levy's most ambitious construction project of his successful career. In leasing it to Pacific States Theatres, Inc., the veteran Torrance resident has assured local people and those living in cities surrounding Torrance a modern, up-to-the-minute entertainment center where popular low prices will prevail.

### Brilliant Lights Mark Theatre

Completion of the beautiful Grand theatre marks another forward step for building construction in this city. This modern structure, complete in every detail, is one of the beauty spots of the Harbor district.

Its brilliantly colored neon lighted marquee and functional architectural details make the new show house a bright spot in Torrance community life.

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